



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2023

Station Share (%) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9.2	9.8	-0.6	4	8.7	12.3	-3.6	5.3	4.9	0.4	7.5	7.2	0.3	10.2	12.2	-2.0	10.5	10.1	0.4	9.3	7.7	1.6	8.1	6.3	1.8
Coast	4.0	3.7	0.3	11	*	*	*	0.9	0.9	0.0	1.7	2.1	-0.4	4.3	4.7	-0.4	7.5	5.8	1.7	5.4	3.6	1.8	4.2	3.2	1.0
Edge	5.0	5.8	-0.8	10	14.3	13.2	1.1	9.6	10.1	-0.5	9.4	10.4	-1.0	7.1	9.9	-2.8	1.7	3.9	-2.2	0.3	0.3	0.0	5.6	5.7	-0.1
Gold Sport	0.3	0.1	0.2	15	*	*	*	0.2	*	*	0.2	*	*	0.2	*	*	0.1	*	*	0.1	0.2	-0.1	0.1	*	*
Life FM	0.7	0.4	0.3	13	0.4	0.3	0.1	0.3	0.2	0.1	0.2	0.1	0.1	0.7	0.1	0.6	0.7	*	*	*	*	1.4	0.2	1.2	
Magic	10.9	10.6	0.3	2	0.9	1.0	-0.1	2.5	0.9	1.6	2.8	1.1	1.7	3.2	1.6	1.6	11.3	9.4	1.9	19.9	21.0	-1.1	7.7	5.1	2.6
Mai FM	7.3	7.7	-0.4	6	14.3	15.8	-1.5	21.5	26.5	-5.0	19.2	23.5	-4.3	12.8	14.3	-1.5	1.3	0.4	0.9	*	*	*	10.7	10.4	0.3
More FM	6.6	5.9	0.7	7	10.2	9.4	0.8	8.6	8.9	-0.3	7.1	7.5	-0.4	9.0	8.5	0.5	7.4	5.9	1.5	2.9	2.9	0.0	7.2	7.4	-0.2
Newstalk ZB	15.9	14.3	1.6	1	0.4	0.3	0.1	1.3	0.5	0.8	3.1	1.8	1.3	3.6	2.5	1.1	17.2	14.2	3.0	28.8	21.8	7.0	18.5	14.4	4.1
Radio Hauraki	3.0	3.0	0.0	12	7.3	6.1	1.2	4.1	4.3	-0.2	4.1	4.4	-0.3	4.7	5.6	-0.9	2.5	2.9	-0.4	0.1	0.1	0.0	2.5	2.5	0.0
Radio Kahungunu	0.5	1.0	-0.5	14	0.9	1.2	-0.3	0.3	2.8	-2.5	0.3	3.0	-2.7	0.5	1.8	-1.3	0.4	*	*	0.1	*	*	0.1	*	*
Rhema	0.2	0.2	0.0	16	0.7	0.8	-0.1	0.2	0.3	-0.1	0.2	0.4	-0.2	0.2	0.2	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0
Rock	10.0	12.0	-2.0	3	8.3	9.9	-1.6	16.2	17.8	-1.6	16.3	16.5	-0.2	16.8	16.9	-0.1	10.8	15.4	-4.6	4.7	10.4	-5.7	10.6	20.2	-9.6
SENZ Sport	0.2	0.2	0.0	16	*	*	*	*	*	*	*	*	*	0.2	0.2	0.0	0.2	0.2	0.0	0.2	0.2	0.0	*	*	*
Star	0.1	0.3	-0.2	18	0.1	0.2	-0.1	0.1	0.1	0.0	*	*	*	*	0.3	*	*	0.3	*	0.2	0.2	0.0	*	0.4	*
The Hits	6.1	7.4	-1.3	8	11.3	9.9	1.4	7.4	7.2	0.2	6.1	6.4	-0.3	6.2	6.4	-0.2	4.0	8.5	-4.5	4.2	8.5	-4.3	5.7	6.0	-0.3
The Sound	8.1	7.8	0.3	5	4.2	4.0	0.2	4.5	3.8	0.7	3.5	2.3	1.2	5.4	2.9	2.5	13.8	13.6	0.2	15.5	16.5	-1.0	3.5	6.6	-3.1
ZM	5.5	4.8	0.7	9	12.8	12.8	0.0	9.1	6.8	2.3	11.2	9.7	1.5	7.2	6.5	0.7	2.3	1.7	0.6	2.3	1.3	1.0	9.6	7.8	1.8
MediaWorks Combo	57.3	59.9	-2.6		62.0	66.3	-4.3	68.7	73.6	-4.9	66.2	69.0	-2.8	64.9	66.7	-1.8	57.0	58.9	-1.9	52.6	58.8	-6.2	53.9	62.2	-8.3
NZME Combo	35.2	33.5	1.7		33.9	29.9	4.0	24.6	19.9	4.7	26.9	24.4	2.5	26.6	25.7	0.9	33.6	33.2	0.4	40.9	35.5	5.4	40.8	33.9	6.9
Potential (000)	138.9	138.9	0.0		29.5	29.5	0.0	41.7	41.3	0.4	38.9	38.9	0.0	58.9	58.9	0.0	40.0	40.0	0.0	36.8	36.8	0.0	28.1	28.1	0.0
Sample	975	888	87		185	177	8	273	234	39	276	223	53	396	330	66	257	232	25	285	267	18	196	170	26

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



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Station Share (%) by Daypart, People 10+

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Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	138.9	138.9	0.0
Sample Size	975	888	87

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.5	9.2	-0.7	4	10.7	11.6	-0.9	11.4	11.7	-0.3	7.8	9.1	-1.3	5.6	3.4	2.2	6.1	5.9	0.2	8.1	8.9	-0.8
Coast	4.5	3.5	1.0	11	5.5	4.7	0.8	4.6	4.5	0.1	2.9	2.8	0.1	0.7	0.7	0.0	3.1	0.9	2.2	3.1	3.5	-0.4
Edge	5.2	5.9	-0.7	10	5.0	5.7	-0.7	4.2	6.9	-2.7	6.7	6.8	-0.1	5.0	5.4	-0.4	3.8	4.6	-0.8	4.8	4.4	0.4
Gold Sport	0.1	*	*	16	0.4	0.1	0.3	0.4	0.1	0.3	0.1	0.1	0.0	0.1	*	*	*	*	*	0.7	0.2	0.5
Life FM	0.9	0.3	0.6	13	0.7	0.3	0.4	0.6	0.4	0.2	0.6	0.5	0.1	0.1	*	*	0.1	0.2	-0.1	0.7	0.5	0.2
Magic	7.7	8.4	-0.7	5	11.2	12.1	-0.9	10.2	11.4	-1.2	9.8	8.6	1.2	8.4	6.0	2.4	6.9	5.1	1.8	15.5	13.4	2.1
Mai FM	9.5	9.6	-0.1	2	7.3	8.6	-1.3	6.8	7.4	-0.6	7.0	6.6	0.4	7.5	6.9	0.6	9.4	5.7	3.7	5.7	6.4	-0.7
More FM	6.7	5.6	1.1	6	7.3	6.8	0.5	6.2	5.8	0.4	6.4	5.0	1.4	3.7	2.2	1.5	5.2	4.5	0.7	7.1	6.9	0.2
Newstalk ZB	20.9	20.5	0.4	1	12.2	10.7	1.5	10.8	8.6	2.2	15.4	16.5	-1.1	38.5	34.7	3.8	27.8	21.0	6.8	13.6	12.3	1.3
Radio Hauraki	3.0	3.1	-0.1	12	2.7	2.9	-0.2	3.5	3.1	0.4	3.9	4.4	-0.5	2.4	3.1	-0.7	1.4	1.1	0.3	2.6	2.6	0.0
Radio Kahungunu	0.4	1.1	-0.7	14	0.6	1.1	-0.5	0.4	1.0	-0.6	0.3	0.9	-0.6	0.8	0.8	0.0	0.7	0.6	0.1	0.7	1.1	-0.4
Rhema	0.1	0.2	-0.1	16	0.2	0.1	0.1	0.2	0.1	0.1	0.1	0.2	-0.1	0.5	0.7	-0.2	0.3	0.3	0.0	0.4	0.5	-0.1
Rock	9.2	8.6	0.6	3	11.6	14.0	-2.4	11.2	13.4	-2.2	11.0	11.5	-0.5	4.0	6.3	-2.3	16.2	26.8	-10.6	8.1	10.5	-2.4
SENZ Sport	0.2	0.1	0.1	15	*	*	*	0.1	0.1	0.0	0.3	0.2	0.1	0.1	*	*	0.3	0.3	0.0	0.4	0.4	0.0
Star	0.1	0.4	-0.3	16	*	0.4	*	*	0.2	*	0.2	0.4	-0.2	*	*	*	*	*	*	0.1	0.3	-0.2
The Hits	5.7	7.7	-2.0	9	5.1	5.8	-0.7	6.1	7.6	-1.5	6.8	8.7	-1.9	3.5	4.2	-0.7	8.2	7.2	1.0	7.0	8.5	-1.5
The Sound	6.4	6.6	-0.2	8	7.9	7.0	0.9	9.3	8.1	1.2	6.3	6.5	-0.2	10.9	15.9	-5.0	5.3	8.2	-2.9	9.5	8.3	1.2
ZM	6.7	5.9	0.8	6	4.2	3.1	1.1	6.2	5.2	1.0	8.2	5.3	2.9	2.7	5.4	-2.7	2.3	6.0	-3.7	4.4	4.1	0.3
MediaWorks Combo	53.4	54.2	-0.8		61.5	66.4	-4.9	59.3	64.9	-5.6	55.3	54.2	1.1	45.1	46.1	-1.0	53.0	60.8	-7.8	59.3	59.0	0.3
NZME Combo	41.0	40.7	0.3		30.4	27.4	3.0	32.3	29.1	3.2	37.7	37.9	-0.2	47.9	48.2	-0.3	42.9	37.0	5.9	32.3	31.5	0.8

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



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Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

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	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	18.9	19.3	-0.4	3	2.0	1.9	0.1	4.2	3.8	0.4	5.2	5.3	-0.1	9.6	9.7	-0.1	8.0	7.6	0.4	6.4	6.9	-0.5	3.5	3.6	-0.1
Coast	9.2	8.8	0.4	11	*	*	*	0.8	0.6	0.2	1.3	1.4	-0.1	4.6	4.4	0.2	6.7	5.9	0.8	4.0	3.6	0.4	3.5	2.6	0.9
Edge	16.3	16.3	0.0	7	5.6	5.3	0.3	8.5	8.6	-0.1	7.0	7.2	-0.2	9.7	9.8	-0.1	3.5	3.6	-0.1	0.8	1.2	-0.4	4.7	4.0	0.7
Gold Sport	0.8	0.5	0.3	17	0.3	0.3	0.0	0.2	*	*	0.2	*	*	0.3	*	*	0.1	*	*	0.1	0.2	-0.1	0.1	*	*
Life FM	2.4	2.1	0.3	13	1.0	0.9	0.1	1.1	1.0	0.1	0.6	0.6	0.0	1.1	0.8	0.3	0.5	0.2	0.3	*	*	*	1.0	0.6	0.4
Magic	19.1	17.7	1.4	2	0.9	1.3	-0.4	2.0	1.2	0.8	1.9	0.9	1.0	3.7	2.5	1.2	7.8	6.7	1.1	11.3	10.0	1.3	3.2	2.3	0.9
Mai FM	12.8	12.9	-0.1	9	3.9	4.3	-0.4	9.4	10.5	-1.1	7.1	8.1	-1.0	8.7	8.5	0.2	1.8	0.5	1.3	0.2	*	*	3.7	3.7	0.0
More FM	18.0	17.2	0.8	4	4.1	4.4	-0.3	7.0	6.7	0.3	6.6	6.5	0.1	9.7	9.5	0.2	5.6	5.0	0.6	3.3	2.8	0.5	4.5	4.5	0.0
Newstalk ZB	20.8	19.0	1.8	1	0.9	0.9	0.0	1.7	1.4	0.3	1.6	1.3	0.3	4.1	3.2	0.9	8.2	6.9	1.3	11.4	9.8	1.6	3.3	3.1	0.2
Radio Hauraki	7.2	7.6	-0.4	12	1.9	2.4	-0.5	3.1	3.2	-0.1	3.2	3.2	0.0	4.9	4.8	0.1	1.9	1.9	0.0	0.3	0.4	-0.1	1.7	1.5	0.2
Radio Kahungunu	2.1	1.9	0.2	14	0.6	0.9	-0.3	0.4	0.9	-0.5	0.5	0.5	0.0	0.9	0.6	0.3	0.4	0.1	0.3	0.2	*	*	0.1	*	*
Rhema	1.3	1.3	0.0	15	0.4	0.4	0.0	0.2	0.2	0.0	0.2	0.3	-0.1	0.4	0.5	-0.1	0.5	0.5	0.0	0.3	0.3	0.0	0.2	0.2	0.0
Rock	17.8	19.8	-2.0	5	4.1	3.7	0.4	7.2	7.3	-0.1	6.4	6.6	-0.2	10.9	12.1	-1.2	6.2	8.5	-2.3	2.5	3.7	-1.2	3.7	5.3	-1.6
SENZ Sport	0.9	0.9	0.0	16	0.3	0.3	0.0	*	*	*	*	*	*	0.4	0.3	0.1	0.4	0.3	0.1	0.2	0.2	0.0	*	*	*
Star	0.5	0.8	-0.3	18	0.3	0.4	-0.1	0.2	0.3	-0.1	*	*	*	*	0.1	*	*	0.1	*	0.2	0.2	0.0	*	0.2	*
The Hits	17.5	18.2	-0.7	6	4.6	4.7	-0.1	7.1	7.1	0.0	6.0	6.7	-0.7	8.4	9.2	-0.8	4.5	5.0	-0.5	3.9	4.0	-0.1	3.9	4.4	-0.5
The Sound	14.0	14.1	-0.1	8	1.6	1.6	0.0	4.3	2.9	1.4	3.3	2.0	1.3	6.4	5.4	1.0	6.6	8.4	-1.8	6.0	7.1	-1.1	3.1	4.1	-1.0
ZM	12.7	11.6	1.1	10	5.1	4.4	0.7	6.2	4.8	1.4	6.0	5.7	0.3	6.3	6.4	-0.1	1.5	1.4	0.1	1.3	0.8	0.5	4.3	4.4	-0.1
MediaWorks Combo	76.5	74.9	1.6		13.8	13.8	0.0	24.3	23.4	0.9	22.0	21.0	1.0	35.9	34.0	1.9	27.4	26.1	1.3	22.3	21.9	0.4	16.9	17.0	-0.1
NZME Combo	57.3	54.5	2.8		10.7	10.6	0.1	16.6	14.2	2.4	14.6	13.4	1.2	23.9	21.9	2.0	18.4	17.7	0.7	17.3	16.2	1.1	12.7	11.4	1.3
All Commercial Radio	102.5	100.2	2.3		17.6	17.3	0.3	30.6	28.7	1.9	28.6	26.6	2.0	46.1	43.7	2.4	34.8	34.3	0.5	30.0	29.8	0.2	22.1	21.7	0.4
Potential (000)	138.9	138.9	0.0		29.5	29.5	0.0	41.7	41.3	0.4	38.9	38.9	0.0	58.9	58.9	0.0	40.0	40.0	0.0	36.8	36.8	0.0	28.1	28.1	0.0
Sample	975	888	87		185	177	8	273	234	39	276	223	53	396	330	66	257	232	25	285	267	18	196	170	26

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	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	11.4	10.9	0.5	2	10.7	10.6	0.1	12.0	13.7	-1.7	8.3	8.7	-0.4	2.8	2.3	0.5	1.9	2.7	-0.8	9.0	10.3	-1.3
Coast	6.0	5.3	0.7	11	6.7	5.4	1.3	5.7	5.4	0.3	3.5	3.4	0.1	0.5	0.8	-0.3	0.9	0.6	0.3	3.7	4.0	-0.3
Edge	9.4	9.4	0.0	6	6.8	5.6	1.2	9.1	10.0	-0.9	9.3	8.4	0.9	4.4	3.6	0.8	1.6	1.8	-0.2	9.9	8.5	1.4
Gold Sport	0.1	0.1	0.0	18	0.1	0.1	0.0	0.3	0.1	0.2	0.1	0.1	0.0	0.1	*	*	*	*	*	0.7	0.4	0.3
Life FM	1.1	0.8	0.3	13	0.8	0.4	0.4	1.0	0.7	0.3	0.8	0.4	0.4	0.1	0.1	0.0	0.1	0.2	-0.1	1.6	1.3	0.3
Magic	9.1	8.6	0.5	8	12.3	10.6	1.7	11.3	10.8	0.5	9.5	7.8	1.7	3.6	2.1	1.5	1.3	1.2	0.1	13.5	11.4	2.1
Mai FM	9.6	10.1	-0.5	5	8.2	8.8	-0.6	6.9	6.9	0.0	6.5	6.9	-0.4	3.7	3.3	0.4	3.0	2.8	0.2	8.0	8.4	-0.4
More FM	11.2	9.8	1.4	3	7.5	6.6	0.9	8.2	7.6	0.6	8.0	6.3	1.7	1.5	1.7	-0.2	2.3	2.6	-0.3	10.1	9.0	1.1
Newstalk ZB	13.9	13.1	0.8	1	10.9	9.8	1.1	10.4	9.4	1.0	10.1	9.9	0.2	7.0	6.3	0.7	5.9	5.4	0.5	12.3	11.4	0.9
Radio Hauraki	3.6	4.0	-0.4	12	3.1	3.2	-0.1	5.1	4.8	0.3	3.6	4.0	-0.4	1.0	1.1	-0.1	0.8	0.7	0.1	3.6	4.2	-0.6
Radio Kahungunu	0.9	1.2	-0.3	14	0.9	1.0	-0.1	1.1	1.2	-0.1	0.5	0.6	-0.1	0.6	0.4	0.2	0.5	0.5	0.0	1.5	1.3	0.2
Rhema	0.5	0.6	-0.1	15	0.7	0.5	0.2	0.6	0.5	0.1	0.4	0.4	0.0	0.3	0.3	0.0	0.5	0.5	0.0	1.2	1.1	0.1
Rock	11.1	11.9	-0.8	4	9.5	11.9	-2.4	10.7	12.7	-2.0	9.4	9.5	-0.1	3.1	3.9	-0.8	5.3	5.2	0.1	9.3	11.7	-2.4
SENZ Sport	0.2	0.2	0.0	17	*	*	*	0.2	0.2	0.0	0.3	0.2	0.1	0.1	*	*	0.2	0.2	0.0	0.7	0.7	0.0
Star	0.4	0.7	-0.3	16	0.2	0.4	-0.2	0.2	0.5	-0.3	0.2	0.3	-0.1	*	*	*	*	*	*	0.3	0.5	-0.2
The Hits	9.3	9.8	-0.5	7	7.7	7.5	0.2	8.2	8.5	-0.3	9.1	9.2	-0.1	1.9	1.8	0.1	2.6	3.1	-0.5	9.8	10.3	-0.5
The Sound	6.5	7.1	-0.6	10	6.5	7.7	-1.2	9.4	8.9	0.5	5.3	5.9	-0.6	1.6	2.1	-0.5	2.4	2.8	-0.4	6.3	5.5	0.8
ZM	9.0	8.0	1.0	9	5.6	4.0	1.6	9.0	8.1	0.9	7.2	5.8	1.4	1.8	1.6	0.2	1.4	1.3	0.1	8.0	6.9	1.1
MediaWorks Combo	55.3	52.2	3.1		46.3	45.3	1.0	50.9	52.2	-1.3	45.4	42.7	2.7	17.4	15.7	1.7	13.4	14.2	-0.8	54.0	53.0	1.0
NZME Combo	38.7	37.1	1.6		31.6	27.3	4.3	35.3	32.6	2.7	31.0	29.5	1.5	11.3	10.9	0.4	11.1	10.8	0.3	35.6	34.0	1.6
All Commercial Radio	80.5	78.0	2.5		66.4	64.9	1.5	75.6	74.9	0.7	70.3	65.4	4.9	27.4	24.7	2.7	22.2	21.7	0.5	79.2	77.7	1.5

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2023

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	All 10+			People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9:21	9:44	-0:22	10:40	16:44	-6:03	7:02	6:29	0:33	7:09	5:59	1:09	8:47	9:21	-0:34	10:06	10:17	-0:11	9:38	7:55	1:42	10:32	7:01	3:31
Coast	8:30	8:02	0:27	*	*	*	6:17	7:18	-1:01	6:34	6:22	0:12	7:46	7:54	-0:08	8:35	7:35	1:00	8:58	7:04	1:54	5:30	4:53	0:36
Edge	5:54	6:48	-0:54	6:17	6:34	-0:17	6:17	5:49	0:28	6:44	6:20	0:23	6:01	7:31	-1:30	3:47	8:18	-4:30	2:04	1:55	0:08	5:30	5:43	-0:13
Gold Sport	8:14	3:17	4:56	0:15	0:15	0:00	4:15	*	*	4:15	*	*	5:36	*	*	10:00	*	*	8:00	7:50	0:09	10:00	*	*
Life FM	5:16	3:19	1:57	0:59	0:51	0:07	1:33	1:15	0:17	1:26	1:03	0:22	5:40	0:55	4:45	11:32	0:28	11:03	*	*	0:0	6:30	1:11	5:18
Magic	10:57	11:31	-0:33	2:32	2:03	0:28	7:02	3:54	3:08	7:18	5:18	2:00	7:08	4:48	2:20	11:05	10:50	0:14	11:33	14:53	-3:20	10:57	9:06	1:50
Mai FM	10:58	11:26	-0:27	9:04	9:36	-0:31	12:49	12:32	0:16	13:26	12:44	0:42	12:05	12:22	-0:17	5:30	5:56	-0:26	0:45	*	*	13:13	11:26	1:47
More FM	7:01	6:33	0:27	6:04	5:40	0:23	6:52	6:36	0:15	5:22	5:04	0:18	7:42	6:36	1:05	10:05	9:08	0:56	5:53	7:26	-1:33	7:20	6:41	0:38
Newstalk ZB	14:43	14:26	0:17	1:11	1:00	0:10	4:20	1:59	2:21	9:17	6:08	3:08	7:15	5:48	1:26	16:12	15:48	0:23	16:36	15:44	0:51	25:34	18:51	6:42
Radio Hauraki	8:01	7:38	0:23	9:31	6:35	2:56	7:32	6:41	0:50	6:21	6:02	0:18	7:53	8:41	-0:47	9:53	12:02	-2:08	1:44	1:40	0:03	6:52	6:44	0:07
Radio Kahungunu	4:37	10:21	-5:43	3:40	3:22	0:17	4:14	16:23	-12:09	2:53	27:29	-24:36	4:56	23:08	-18:11	7:28	2:30	4:58	4:30	*	*	3:45	*	*
Rhema	3:23	3:24	-0:01	4:27	4:55	-0:27	6:15	6:15	0:00	4:52	5:14	-0:22	2:52	3:27	-0:35	0:57	0:57	0:00	1:16	1:10	0:06	1:30	1:30	0:00
Rock	10:51	11:34	-0:42	4:57	7:01	-2:03	12:34	12:04	0:29	12:40	10:58	1:42	12:40	10:18	2:21	13:21	13:58	-0:37	12:24	20:03	-7:38	13:03	15:19	-2:15
SENZ Sport	4:00	3:27	0:32	0:15	0:15	0:00	*	*	*	*	*	*	4:01	3:43	0:17	4:01	3:43	0:17	9:45	7:55	1:49	*	*	*
Star	2:51	7:01	-4:10	0:58	1:06	-0:08	1:30	1:30	0:00	*	*	*	*	25:30	*	*	25:30	*	6:45	6:45	0:00	*	11:00	*
The Hits	6:41	7:48	-1:07	6:01	5:36	0:25	5:53	5:02	0:50	5:03	4:10	0:52	6:03	5:06	0:57	6:54	13:05	-6:10	7:05	15:06	-8:00	6:35	5:30	1:04
The Sound	11:10	10:33	0:37	6:19	6:46	-0:26	5:51	6:26	-0:35	5:17	4:56	0:20	6:55	3:56	2:58	16:07	12:34	3:33	17:03	16:23	0:39	5:13	6:30	-1:16
ZM	8:22	7:49	0:32	6:09	7:34	-1:24	8:14	7:03	1:10	9:18	7:27	1:50	9:27	7:37	1:50	11:25	9:17	2:08	11:51	10:58	0:53	10:09	7:12	2:56
MediaWorks Combo	14:26	15:17	-0:51	11:01	12:40	-1:39	15:48	15:39	0:09	14:53	14:22	0:31	14:54	14:30	0:24	16:02	17:24	-1:22	15:29	18:59	-3:29	14:32	14:47	-0:14
NZME Combo	11:51	11:44	0:07	7:49	7:27	0:21	8:17	6:57	1:20	9:08	7:59	1:09	9:11	8:42	0:28	14:02	14:31	-0:29	15:32	15:30	0:02	14:36	11:59	2:36
All Commercial Radio	18:49	19:05	-0:16	13:59	15:11	-1:11	18:15	17:21	0:54	17:21	16:27	0:54	17:53	16:58	0:55	22:08	22:30	-0:22	21:54	23:45	-1:51	20:38	18:35	2:02
Potential (000)	138.9	138.9	0.0	29.5	29.5	0.0	41.7	41.3	0.4	38.9	38.9	0.0	58.9	58.9	0.0	40.0	40.0	0.0	36.8	36.8	0.0	28.1	28.1	0.0
Sample	975	888	87	185	177	8	273	234	39	276	223	53	396	330	66	257	232	25	285	267	18	196	170	26

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui



HAWKE'S BAY COMMERCIAL RADIO - SURVEY 3 2023

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 2/2023 - 3/2023

This Survey Period: Sun Sep 4 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 & Sun Aug 13 to Sat Nov 4 2023

Last Survey Period: Sun Jun 26 to Sat Nov 12 2022 & Sun Feb 12 to Sat May 6 & Sun May 14 to Sat Aug 5 2023

	This	Last	+/-
Potential (000)	138.9	138.9	0.0
Sample Size	975	888	87

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am			Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	2:47	3:07	-0:20	3:36	4:00	-0:23	3:58	3:47	0:10	1:59	2:05	-0:05	1:43	1:05	0:38	1:51	1:26	0:24	3:46	3:23	0:23
Coast	2:47	2:27	0:20	2:59	3:13	-0:13	3:25	3:38	-0:13	1:47	1:38	0:09	1:04	0:39	0:25	2:06	0:54	1:11	3:30	3:29	0:01
Edge	2:05	2:19	-0:13	2:40	3:43	-1:03	1:56	3:04	-1:08	1:31	1:35	-0:04	0:57	1:03	-0:05	1:23	1:42	-0:18	2:01	2:01	0:00
Gold Sport	5:00	0:54	4:05	12:30	3:00	9:30	5:00	5:00	0:00	2:00	3:00	-1:00	1:45	*	*	*	*	*	4:13	1:59	2:13
Life FM	2:57	1:13	1:43	3:07	3:09	-0:01	2:42	2:16	0:25	1:35	2:18	-0:42	0:26	0:15	0:11	0:45	0:45	0:00	1:48	1:27	0:20
Magic	3:10	3:36	-0:25	3:18	4:11	-0:53	3:48	4:40	-0:51	2:11	2:12	-0:00	1:57	2:00	-0:03	3:07	2:47	0:19	4:48	4:37	0:10
Mai FM	3:43	3:31	0:11	3:13	3:34	-0:20	4:06	4:45	-0:38	2:16	1:54	0:21	1:42	1:29	0:13	1:48	1:22	0:26	2:58	3:01	-0:02
More FM	2:14	2:08	0:06	3:32	3:47	-0:15	3:09	3:20	-0:11	1:42	1:35	0:07	2:06	0:55	1:10	1:17	1:09	0:07	2:56	3:03	-0:07
Newstalk ZB	5:37	5:48	-0:11	4:04	4:01	0:03	4:21	4:03	0:18	3:14	3:20	-0:05	4:39	3:58	0:41	2:42	2:32	0:09	4:36	4:16	0:20
Radio Hauraki	3:07	2:56	0:11	3:04	3:21	-0:16	2:52	2:52	-0:00	2:16	2:13	0:03	2:05	1:58	0:07	1:03	0:59	0:03	3:00	2:24	0:36
Radio Kahungunu	1:36	3:34	-1:58	2:32	4:12	-1:40	1:30	3:31	-2:01	1:00	3:11	-2:10	1:14	1:30	-0:15	0:46	0:46	0:00	1:56	3:05	-1:09
Rhema	0:56	0:57	-0:01	1:03	0:38	0:24	1:04	0:56	0:08	0:44	0:47	-0:03	1:30	1:30	0:00	0:23	0:24	-0:00	1:30	1:40	-0:10
Rock	3:06	2:41	0:25	4:24	4:17	0:06	4:22	4:39	-0:16	2:29	2:24	0:04	1:04	1:10	-0:06	1:46	3:25	-1:39	3:37	3:32	0:04
SENZ Sport	3:15	2:36	0:38	*	*	*	1:15	1:15	0:00	2:10	2:15	-0:04	1:00	*	*	1:15	1:15	0:00	2:33	2:22	0:10
Star	0:53	2:02	-1:09	1:00	3:32	-2:32	0:30	1:27	-0:57	3:00	3:11	-0:11	*	*	*	*	*	*	1:10	2:18	-1:07
The Hits	2:18	2:54	-0:36	2:24	2:52	-0:27	3:06	3:57	-0:50	1:35	1:53	-0:17	1:35	1:41	-0:05	1:50	1:33	0:17	2:58	3:16	-0:18
The Sound	3:41	3:27	0:13	4:21	3:20	1:00	4:09	4:01	0:07	2:31	2:11	0:19	5:45	5:31	0:13	1:16	1:56	-0:40	6:18	5:57	0:21
ZM	2:47	2:46	0:00	2:45	2:52	-0:06	2:54	2:49	0:05	2:24	1:49	0:34	1:14	2:20	-1:05	0:54	3:08	-2:13	2:19	2:21	-0:02
MediaWorks Combo	3:37	3:52	-0:14	4:48	5:21	-0:32	4:52	5:29	-0:36	2:34	2:32	0:02	2:11	2:06	0:04	2:17	2:49	-0:31	4:34	4:24	0:10
NZME Combo	3:59	4:05	-0:06	3:28	3:40	-0:11	3:50	3:56	-0:05	2:34	2:34	0:00	3:34	3:10	0:23	2:14	2:15	-0:00	3:46	3:39	0:06
All Commercial Radio	4:40	4:47	-0:06	5:27	5:38	-0:10	5:32	5:54	-0:21	3:00	3:03	-0:02	3:05	2:54	0:10	2:36	3:03	-0:26	5:15	5:05	0:10

MediaWorks Combo: Breeze, Edge, Magic, Mai FM, More FM, Rock, The Sound, or internet only listening to George FM, Humm FM

NZME Combo: Coast, Gold Sport, Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Flava, Hokonui